GOVERNMENT OF INDIA
CIVIL AVIATION
LOK SABHA

UNSTARRED QUESTION NO:1809
ANSWERED ON:15.12.2003
CALL CENTRE SERVICES BY AIR INDIA
MOHAN RAWALE

Will the Minister of CIVIL AVIATION be pleased to state:

(a) whether the Air India is providing call centre services in different countries;

(b) if so, the details thereof alongwith the services provided;

(c) whether this would help in upgrading the services of Air India;

(d) if so, the details thereof; and

(e) the incentives provided to the call centre agents by Air India ?

Answer

MINISTER OF STATE OF THE MINISTRY OF CIVIL AVIATION (SHRI RAJIV PRATAP RUDY)

(a) and (b): Yes, Sir. The International Call Centre Serviceis being provided for incoming calls from passengers and travel agents in UK/USA/Canada, which commenced from 07thJuly, Calls are received at the International Call Centreat Mumbai. This round-the-clock call services attend to wide ranging queries from Reservations covering flight / hotel bookings / car rentals / meal / seat requests / passengers requiring special attention as well as travel documentation queries, flight information, baggage handling etc. The Call Centre also receives calls from Air India`s Frequent Flyer and Elite Club members in connection with their accrued mileage details.

(c) and (d): Yes, Sir. The operation of the International Call Centre is cost effective as the salary structures in the western world are far higher than that in India. Also , by providing a round-the-clock 24 / 7 service. Air India have improved customer service.

(e): The International Call Centre is outsourced to a Service Provider and is paid for the service provided.